

Report from the Okanagan

by Lori-Anne Charlton



Bernie Hadley-Beauregard, the marketing man behind the label launch of **Blasted Church** is back from New Zealand where he was developing the brand for a major new winery. Now he's turned his attention to the home crop of wineries who are also anxious to jump on the goofy name bandwagon. In fact, in the Okanagan alone, he's got three new clients.

First up is **Dirty Laundry Vineyard** (the former **Scherzinger Vineyard**) which takes its branding inspiration from an old Chinese laundry that moonlighted as a bordello in Summerland's gold mining days. The labels have been designed to give the impression of cleanliness and purity. At first sight, that is. It takes a bit of time to discover the steamy-ness behind the scenes. Look at the steam rising from the small red icon of the iron and



you start to see naked torsos in the vapours. Sort of a "Where's Waldo?" effect. Or is it Wilma?

Next in the portfolio is **Therapy Vineyards**, a new winery on a piece of Naramata property that used to be the old **Red Rooster** site before the Rooster relocated closer to **Hillside Vineyards** and sold the property to **Naramata Development Corp.**, a consortium from Calgary.

Therapy Vineyards labels are based on **Rorschach** Inkblots. The copy on the back label asks the consumer what they see in the wine (rather than the usual text which tells them what they

should be tasting). It's an interesting experiment and one that is bound to provoke some peppery dinner conversation. No doubt it will just be too much temptation to call the guesthouse located on the vineyard property, "Inn Therapy".

Hester Creek is also looking for an image facelift. And apparently there is another bit of history attached to the name which is also worth utilizing for its local flavour factor. According to Hadley Beauregard, Hester

Creek's namesake was the daughter of a magistrate who was known by the community as "The Hanging Judge".

"Can you imagine," says Bernie, "what that poor girl had to get around in order to get a date? Oy!"

As such, he is working on a theme of escapism and adventure.

